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June 6, 2006

Members of the F.C.C.:

I am the General Manager of WVVA-TV in Bluefield, West Virginia.

Please know that I support a multicast must carry requirement for our digital channel. We have been affiliated with the WB 100+ for several years on our cable systems. In September, we will begin airing the new CW Network on our digital signal. Our plans call for the production of an additional nightly news at ten o'clock on the new channel. This will provide local news, weather and information to those who are unable to see an eleven o'clock newscast in the market. We also anticipate using our digital channel for providing additional coverage of events that take place within our market including but not limited to local sporting events.

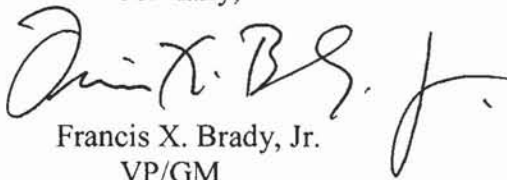
We are now in the process of completing the final build out of our digital transmission facility on top of East River Mountain in Bland County, Virginia. When we are done, we will have invested over 2.3 million dollars to provide a great digital signal to our market. It would be more than a shame if cable operators could impede the reception to their subscribers. At worst, their investment will be the cost of digital receivers for each channel which will be insignificant when compared with our investment.

We have been asked to eliminate our analog signals in 2009 and operate on a new digital broadcasting platform. This has been a very expensive Capital investment. Can we not expect your support in being sure our new signals can be passed along to our viewers via the cable systems in our market? In the scheme of things, this seems like a rather small request of our cable operators.

Please support multicast must carry.

Thank you.

Cordially,



Francis X. Brady, Jr.
VP/GM

WVVA Television, Inc.

www.wvva.com